

**DIRECT MAIL -APRIL COUPON MAILING
1996**

PROJECT CODE = K10

MAILING	TIMING	AUDIENCE	CIRCULATION	UNIT COST	PRODUCTION COST	ESTIMATE #	\$ AMOUNT	DESCRIPTION
PRODUCTION	MAY	MARLBORO SMOKERS	320,000	\$1.08	\$345,600			
			<u>CIRCULATION</u>	<u>RETURN POSTAGE</u>	<u>KEYING COST</u>	<u>UNDELIVERABLE COST</u>		
UNDELIVERABLES @ 7%			22,400		\$0.20	\$4,480		
			<u>CIRCULATION</u>	<u>COUPON COST</u>	<u>REDEMPTION RATE</u>	<u>TOTAL COUPON COST</u>	<u>COUPONS REDEEMED</u>	<u>UNITS MOVED</u>
COUPONS								
120,000 circ w/ 2 \$3.00 coupons			240,000	\$3.10	40.0%	\$207,600	96000	10,200,000
100,000 circ w/ 2 \$2.00 coupons			200,000	\$2.10	32.0%	\$134,400	64000	12,800,000
100,000 circ w/ 2 \$.40 coupons			200,000	\$0.50	40.0%	\$40,000	80000	3,200,000
						<u>\$472,000</u>		<u>35,200,000</u>
DEVELOPMENT COSTS						\$35,000		
TOTAL COST						\$857,080		
TOTAL BUDGET						\$900,000		
FAVORABLE/(UNFAVORABLE)						\$42,920		
								NOTES:
						UNITS MOVED	35,200,000	PRODUCTION COSTS INCLUDE 1ST CLASS MAILING
						CPM \$	\$24.35	UNDELIVERABLE KEYING - \$.08 UNDELIVERABLE DESTRUCTION - \$.12

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